

# WSO2con2025

## Building Secure Business Customer and Partner Experience (B2B) Apps



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WSO2



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Associate Director & Architect  
WSO2

# Overview

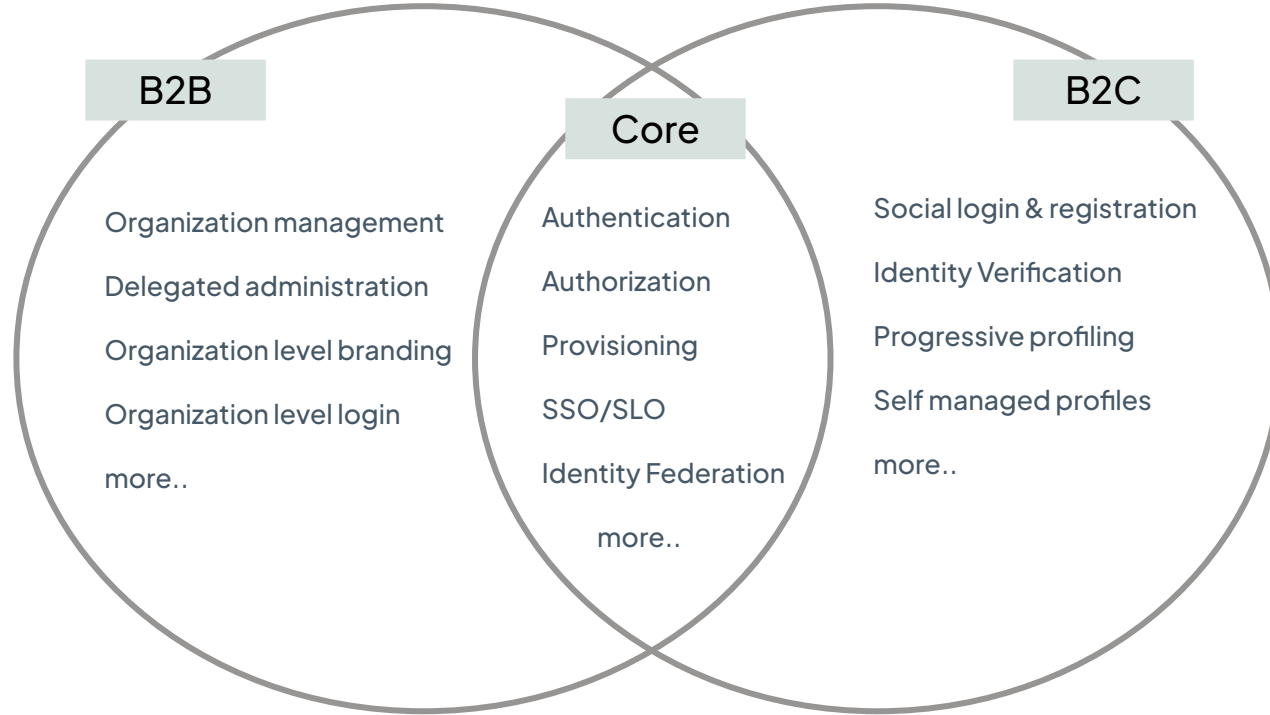
- What is B2B CIAM and why it matters ?
- Challenges in building customer experience apps
- How WSO2 address?
- Building a customer experience app using Next.js + **ASGARDEO\***
- WSO2 B2B CIAM roadmap preview

## Source code

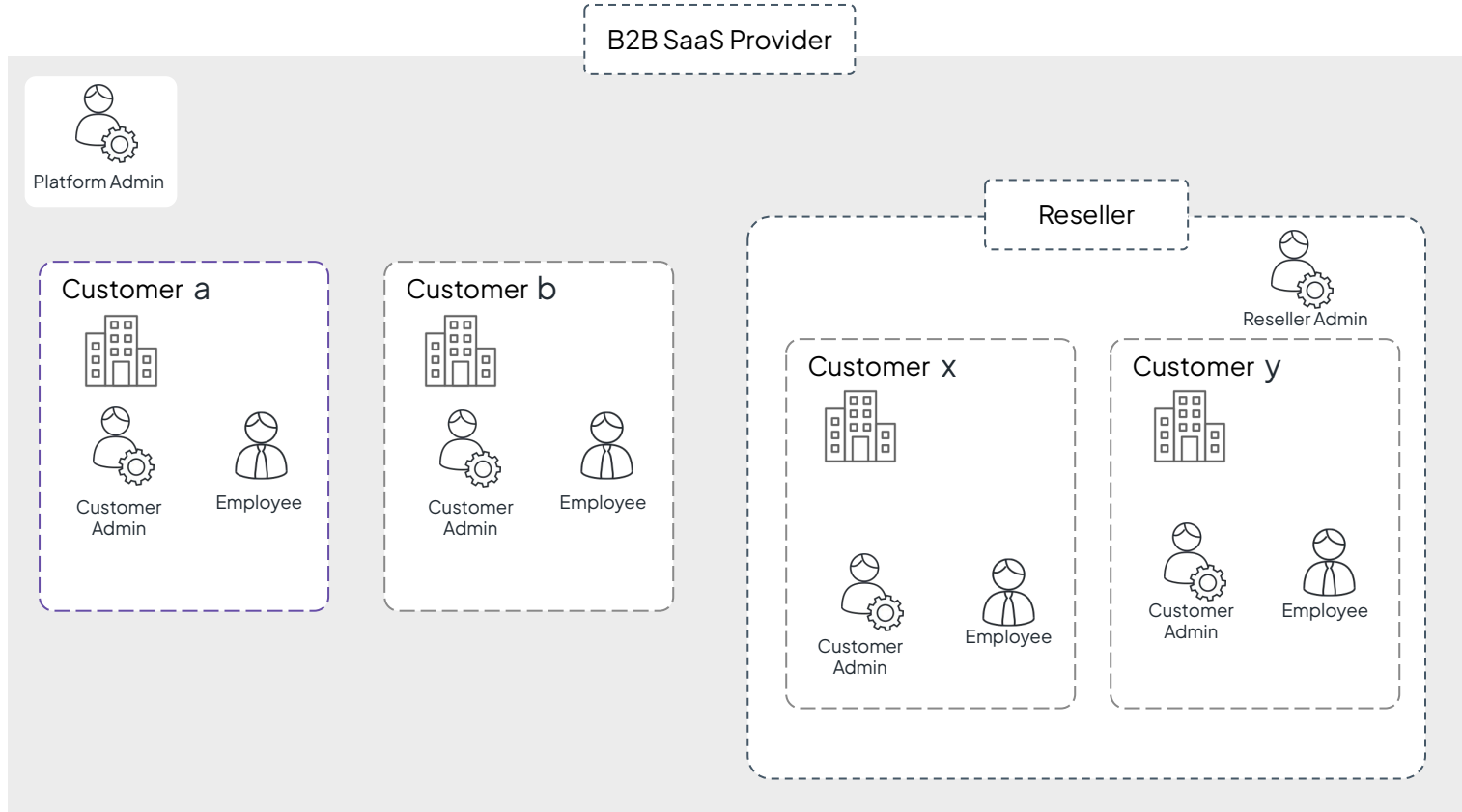
Visit <https://github.com/wso2con/2025-BCN-iam-tutorial> to access the  
source code



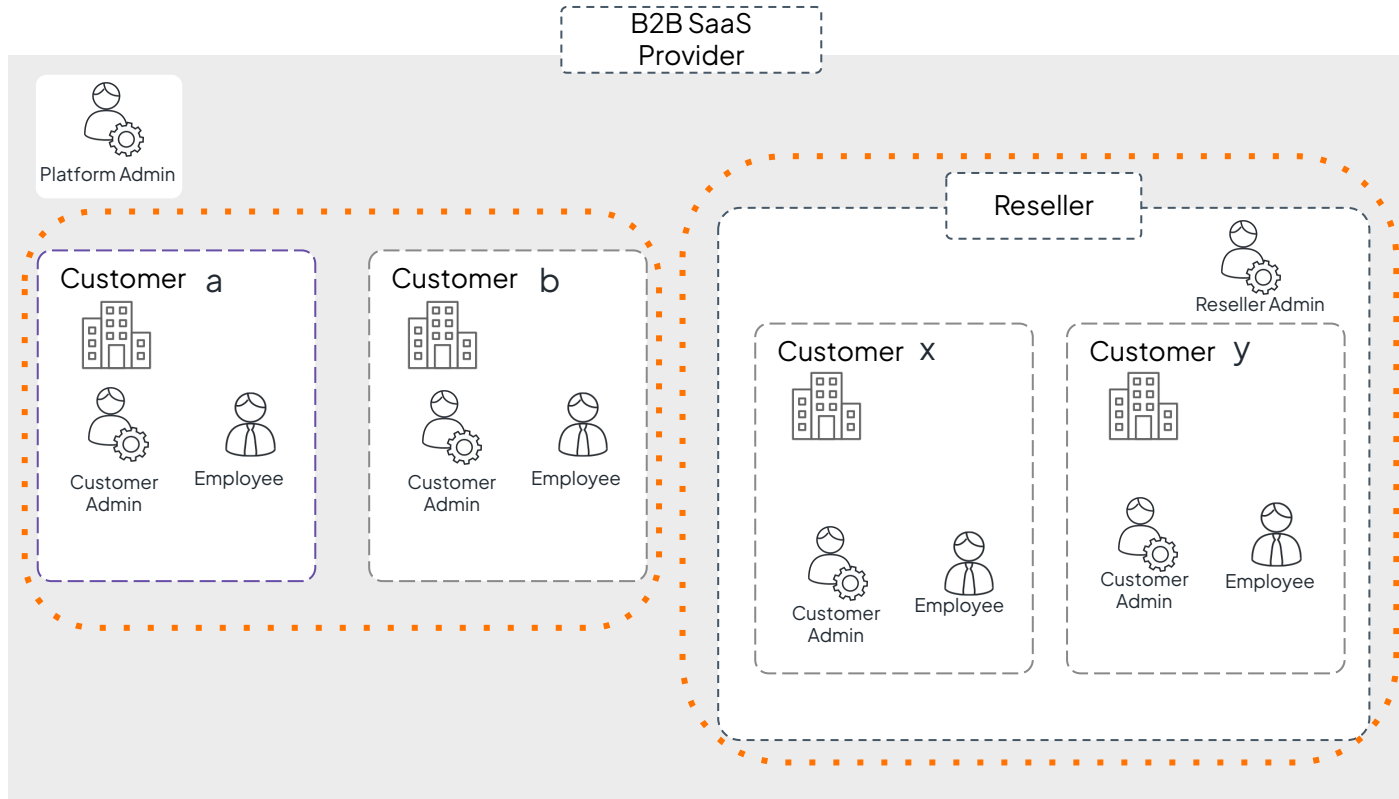
# Customer Identity and Access Management



# CIAM for B2B Interactions

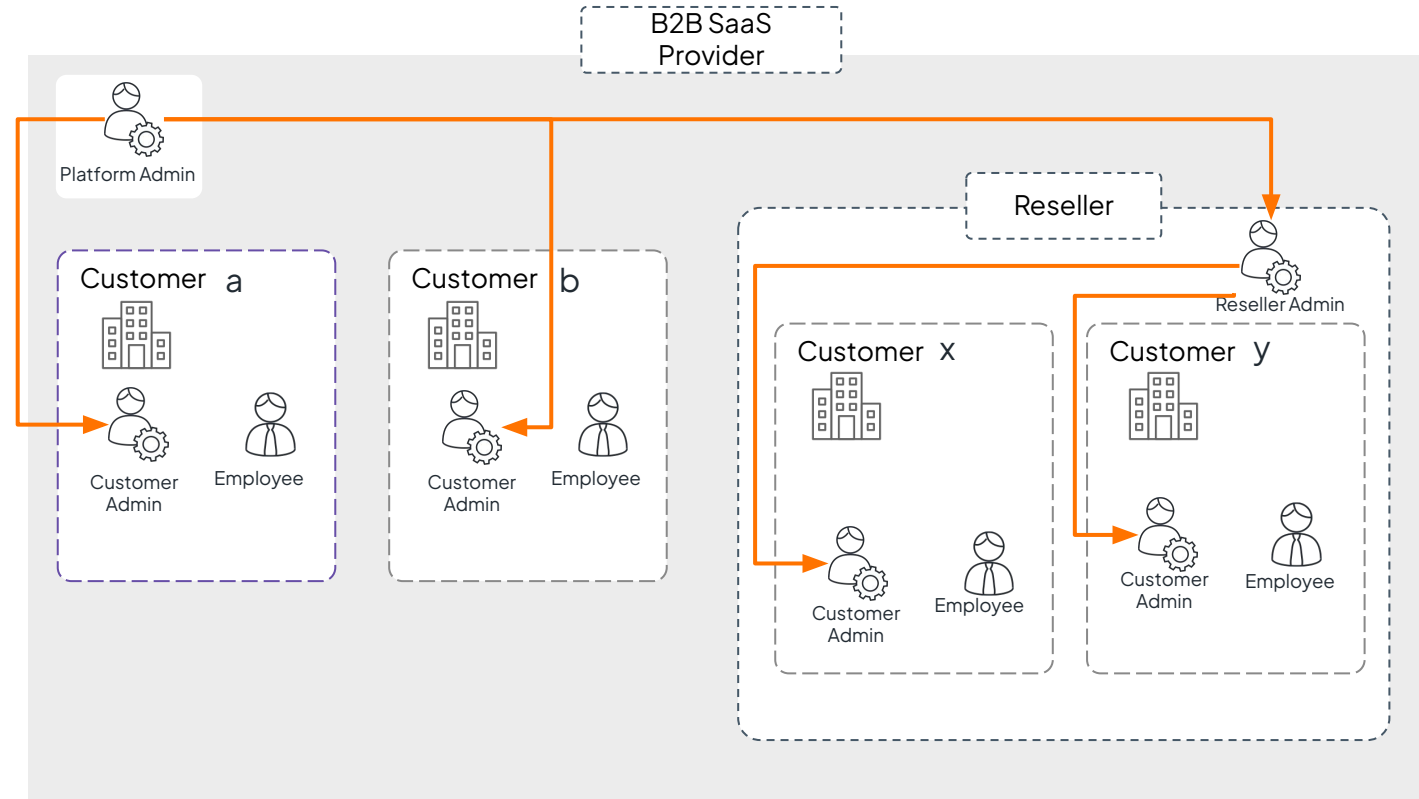


# Requirements and Challenges in B2B Application Development



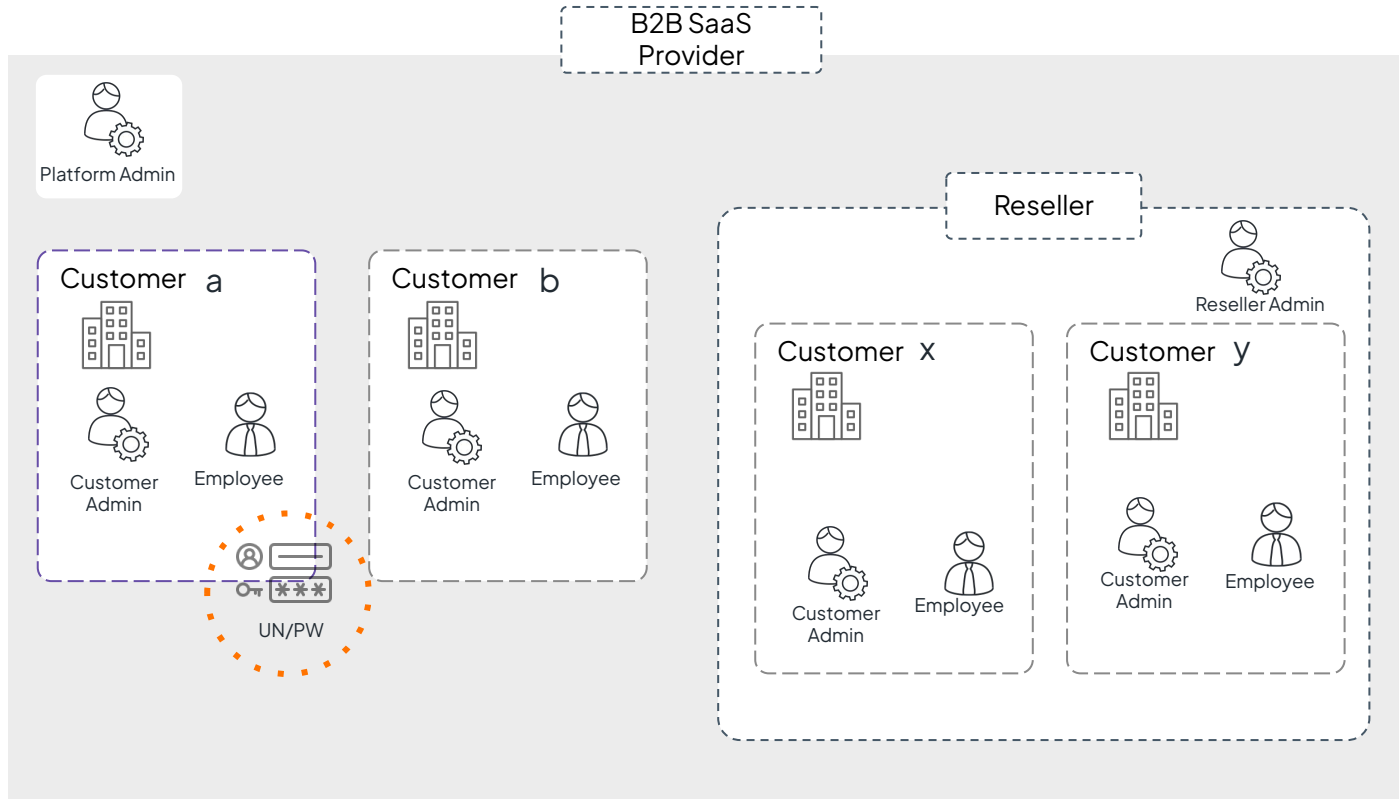
- **Business relationship modeling**
- Delegated administration for organizations
- Custom login journeys per organization
- Connect organization's Identity Provider
- Branding for partner organizations
- Selective application subscription

# Requirements and Challenges in B2B Application Development



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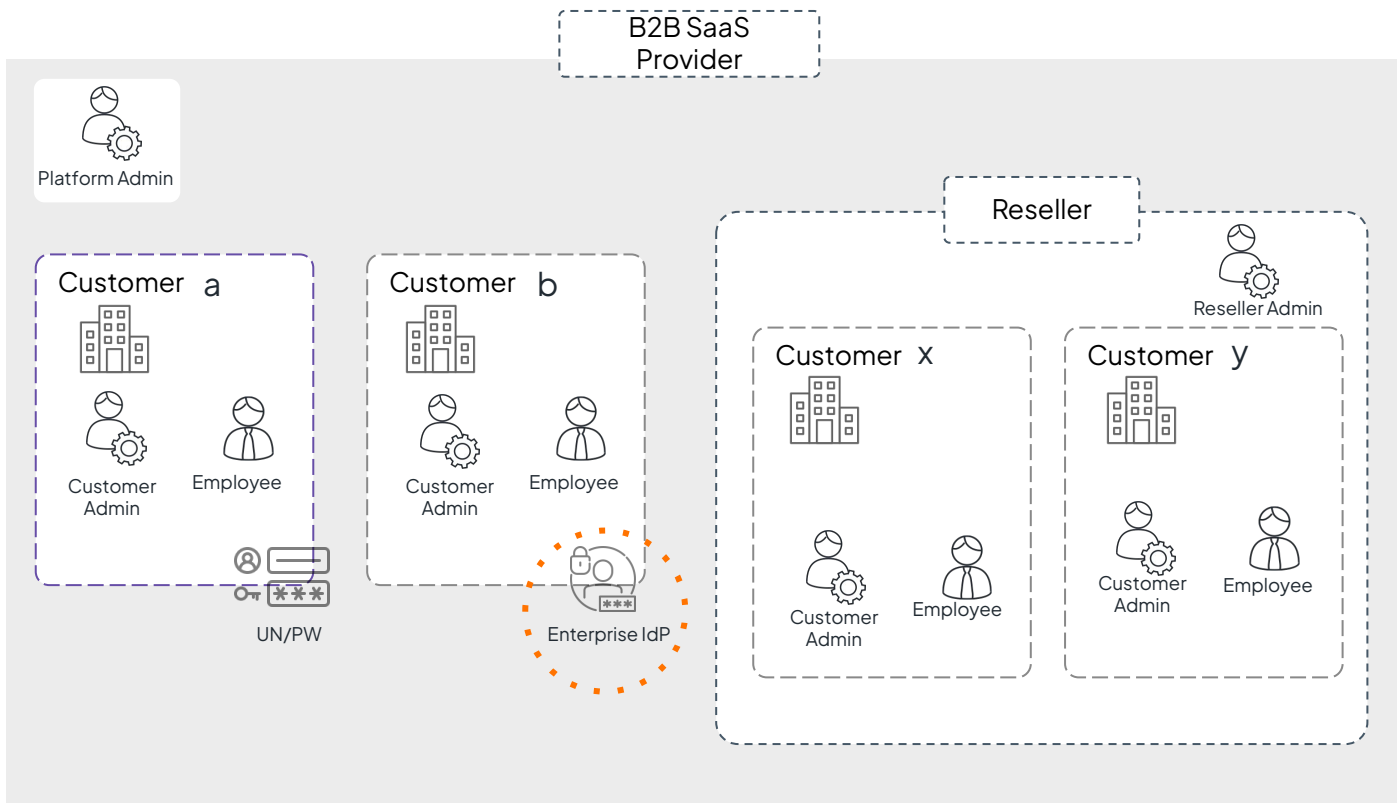
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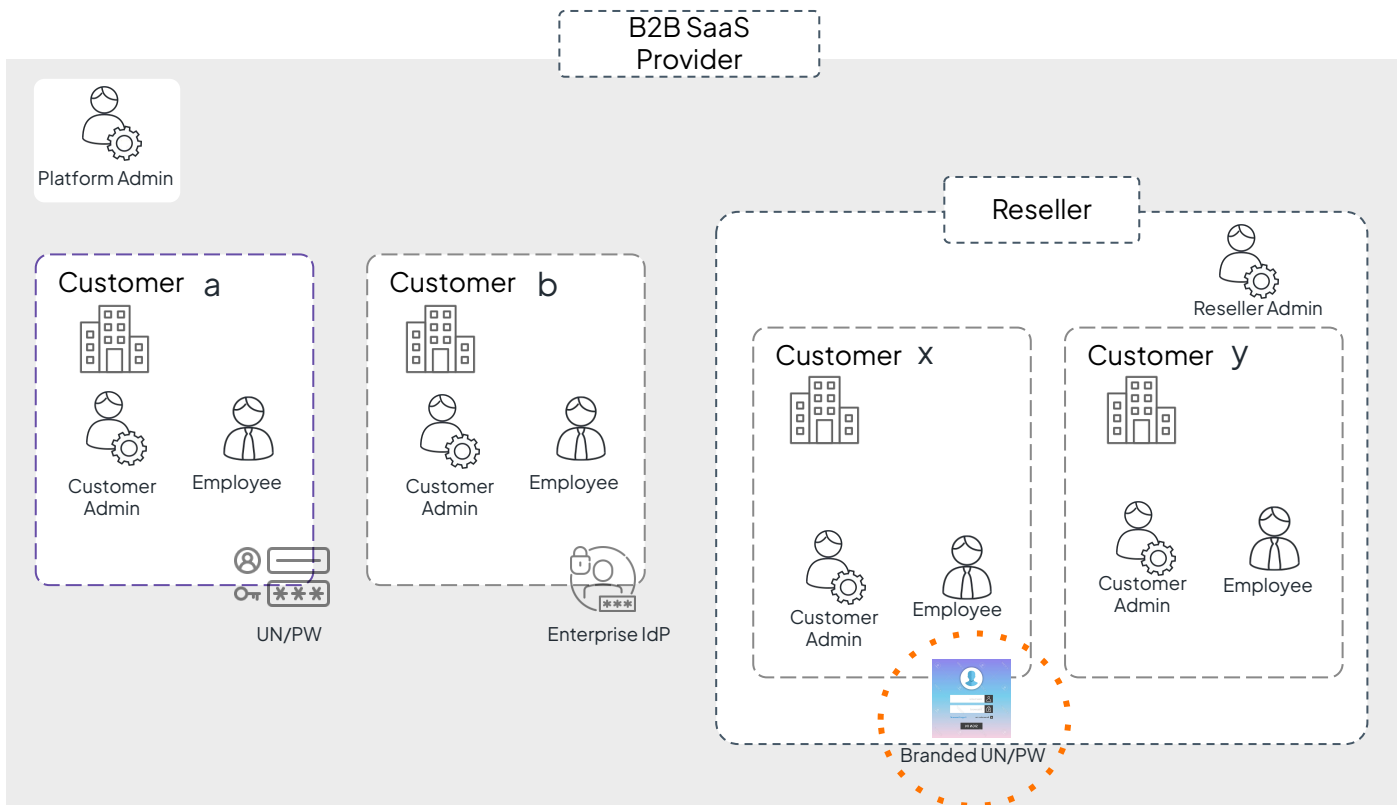


# Requirements and Challenges in B2B Application Development



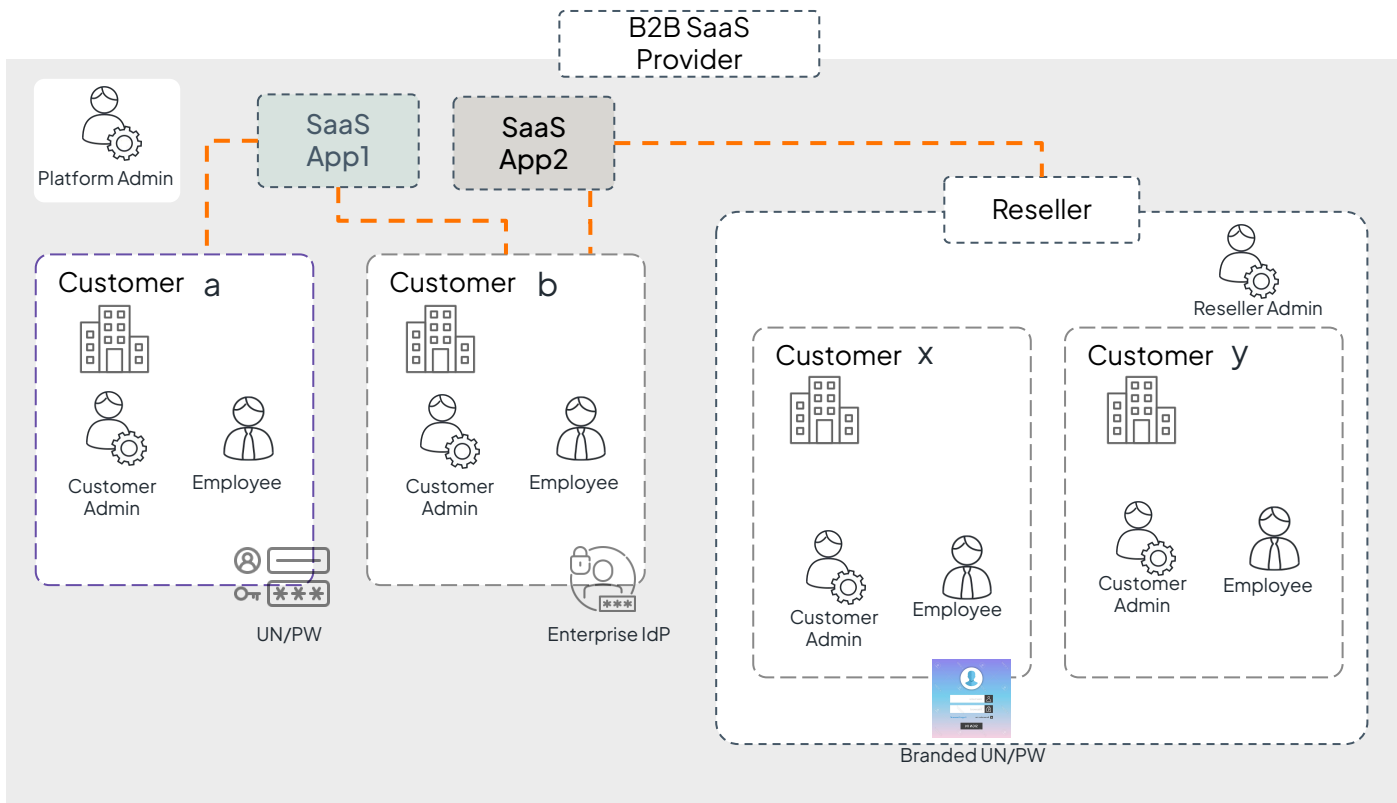
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# Building a B2B Customer Experience App

# Business Overview

Teamspace Enterprise

Teamspace video  
conferencing solution



Worklink



Tom  
(Admin)



Prochnow  
(User)



Patrick  
(User)

Elite Solutions



Jack  
(Admin)



Lee  
(User)



Steve  
(User)

Nuvora



Tim  
(Admin)

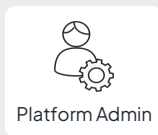


Henry  
(User)



Harry  
(User)

# Business Requirements



Teamspace Enterprise

Teamspace video conferencing solution



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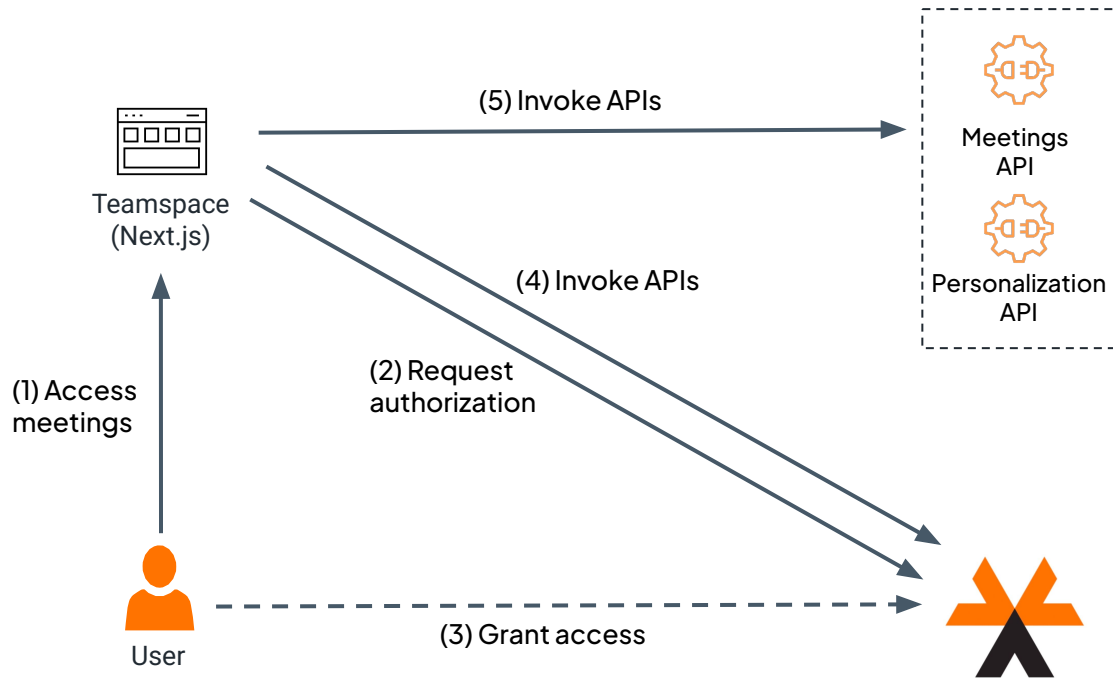


Harry  
(User)



Enterprise IdP

# Solution Setup





# Demo



# WSO2 B2B CIAM Roadmap Preview

## B2B Features

- More complex B2B use cases
- Enhancing B2B transactions with eIDAS 2
- Enhance developer experience of app native B2B applications



The background is a dark, deep blue space filled with a vibrant, multi-colored nebula or galaxy. Numerous 3D cubes of various sizes are scattered throughout the scene, some appearing to float and others as if they are falling or moving. The cubes are rendered with a blue-to-red gradient, giving them a three-dimensional appearance. A large, dark blue sphere is visible on the left side of the frame. The overall composition is dynamic and futuristic.

Thank you!

**WSO2con2025**

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